Agritourism in Northern New Mexico: A Survey of Activities, Needs, Opportunities

Global Center for Cultural Entrepreneurship
in partnership with
Mid-Region Council of Governments and
Regional Development Corporation





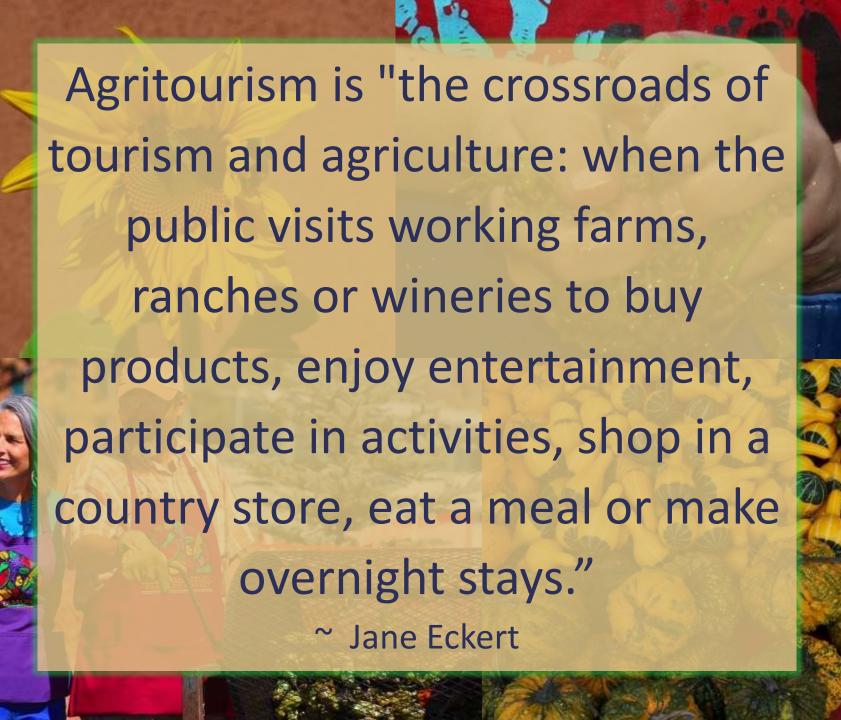




GCCE has a three-fold mission:

- 1. We support cultural entrepreneurs working to create and scale their enterprises.
- 2. We advocate for the importance of cultural entrepreneurship and the value of a culture economy.
- 3. We connect a global network of cultural entrepreneurs.



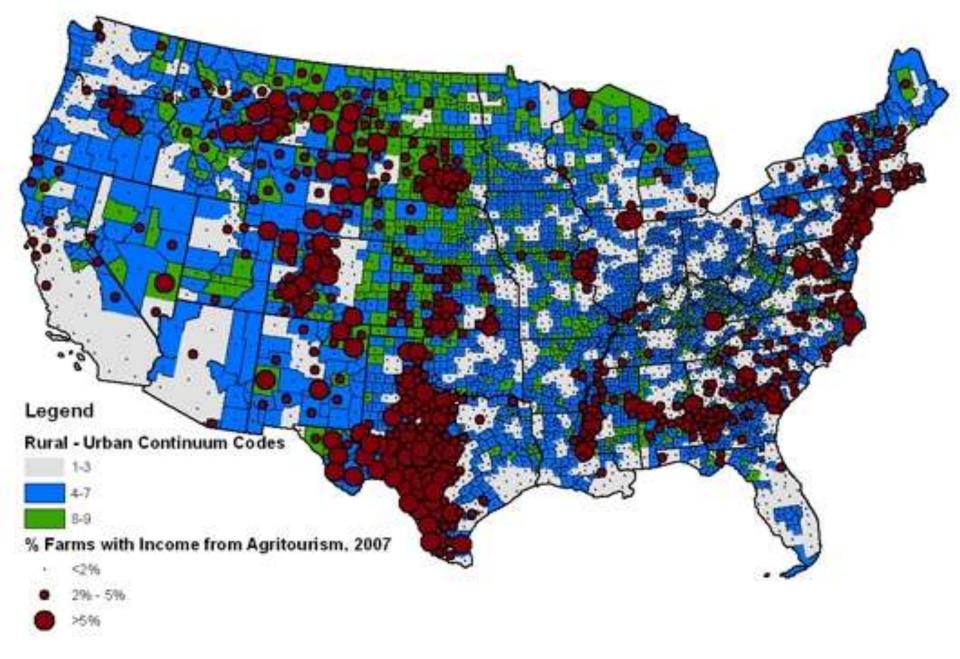


Agritourism

2007 U.S. Census of Agriculture:

- 23,350 farms provided agritourism and recreation
- Total services valued at \$566 million







Culture and Heritage Travelers

"More likely to participate in culinary tourism including sampling artisan food and wines, visiting farmers' markets, shopping for gourmet foods and enjoying unique dining experiences."





Culture and Heritage Travelers

78% of all travelers

\$194 billion market

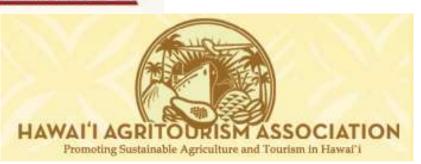
Spend 32% more per trip

Leisure travel ages 50+ up 38%





Colorado AGRITO URAS

















The Movement

- Hawai'i \$34 million
- Texas \$102 million
- Colorado \$33 million

"The agritourism movement is fueled by city dwellers who want to understand where their food comes from or who feel an urge to embrace the country life." New York Times, 2012











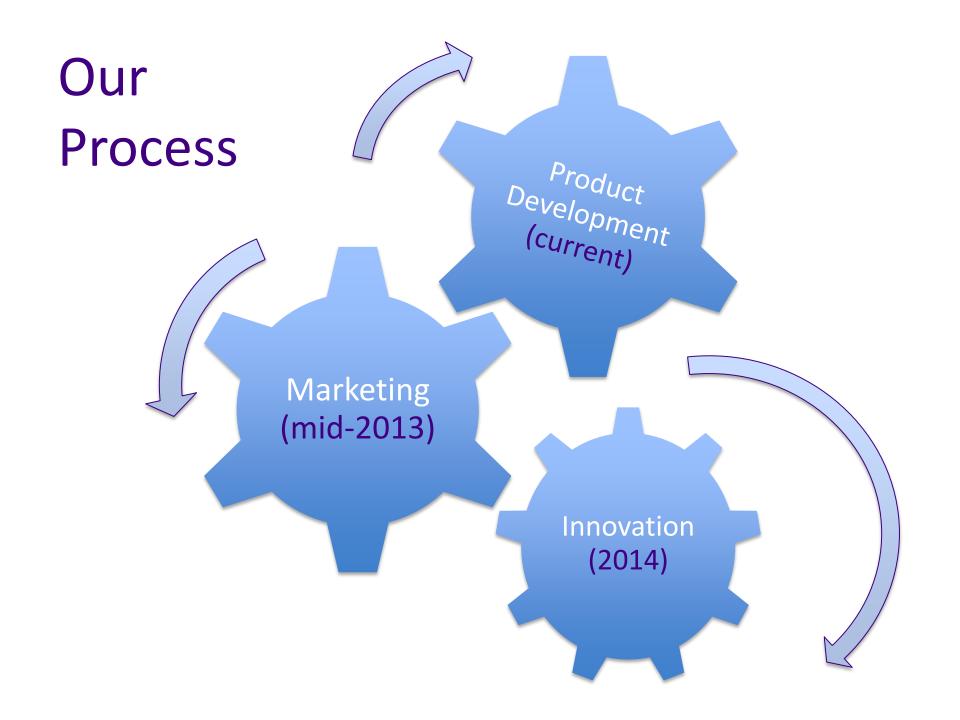


Purple Adobe Lavender Farm, Abiquiu



Purple Adobe Lavender Farm, Abiquiu





Product Development

Training, Mentoring

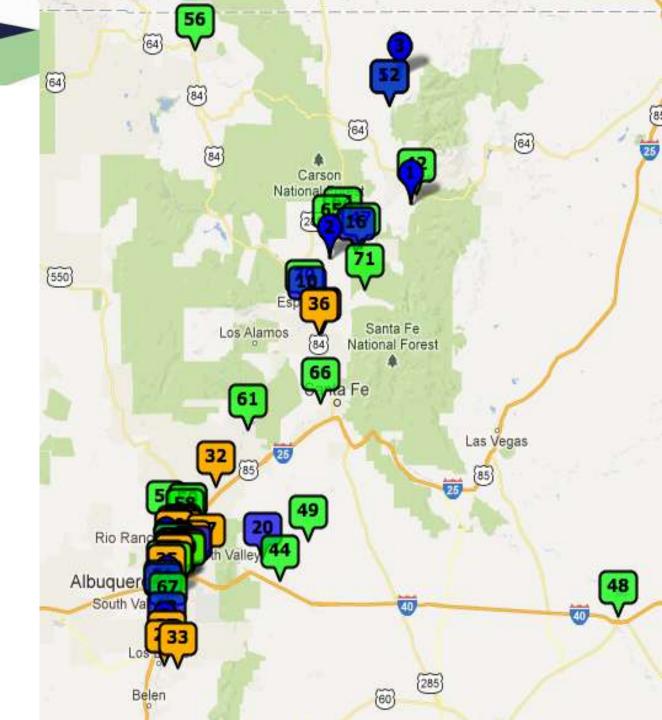
Survey of Activities and Needs

Outreach, Visits to Farms and Sites



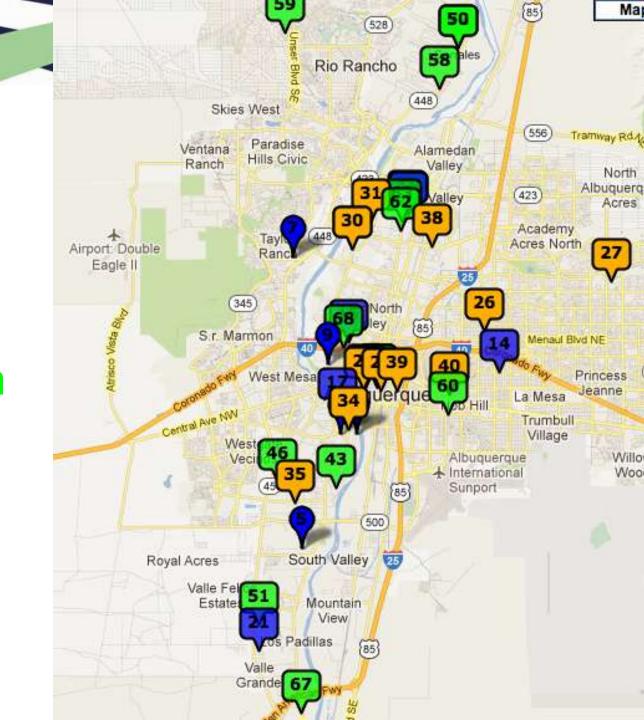
Northern New Mexico

- DoingAgritourism
- Market
 Venues
- **♦ Interested**

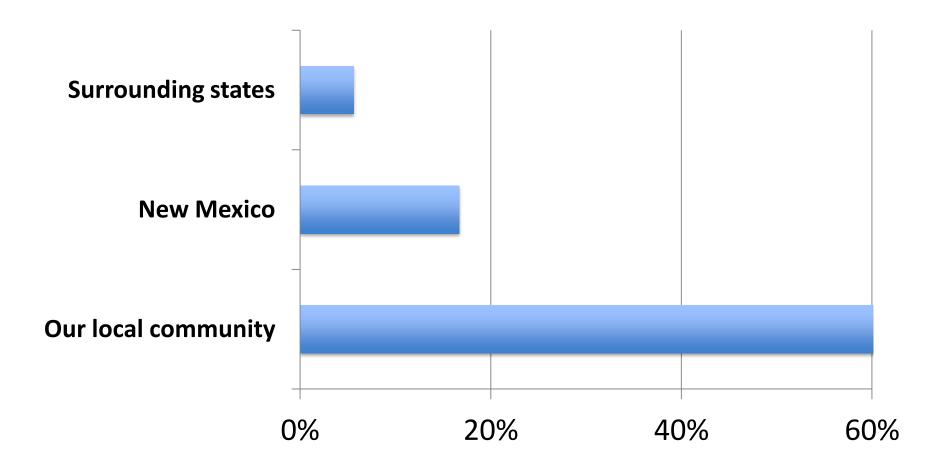


Albuquerque Region

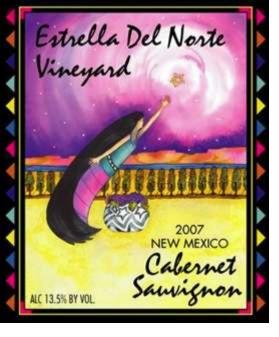
- DoingAgritourism
- Market
 Venues
- Interested



Visitors' Origins











LQS PQBLANQS

HISTORIC INN & ORGANIC FARM







A Diverse Array of Agritourism

Explore progressive orchard practices

See radical sustainability and subsistence horticulture

Tour a cattle ranch

Visit American buffalo and Himalayan Yak herds

Volunteer at farm for food bank

Purchase heritage poultry, feather crafts

View 500 varieties of iris

Discover 85 historic fig tree types

Walk in sunflower fields

Eat fresh chile at festivals

Join planting parties in the spring

Taste a wide variety of unique fruit

Milk a goat

Grind blue corn

Canning and jam making

Community acequia activities

Rent a casita on a farm

Eat authentic traditional Pueblo food

Hear history of the local area

Enjoy panoramic views

Feel community cheer at Farmers Markets



Peña Blanca Sunflowers

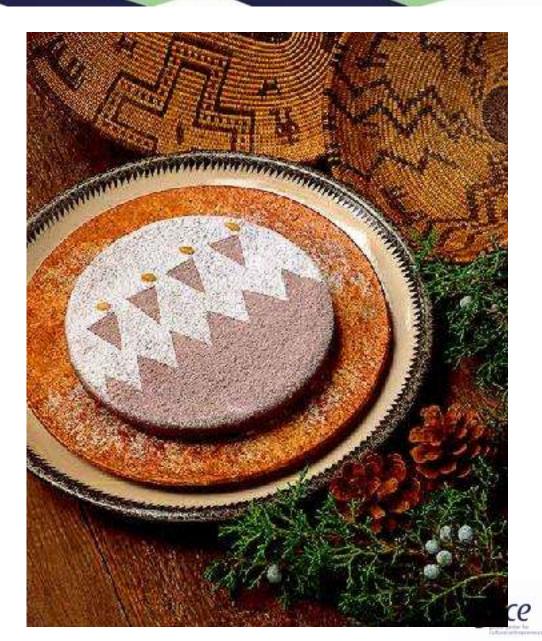


Mother Bosque Farms



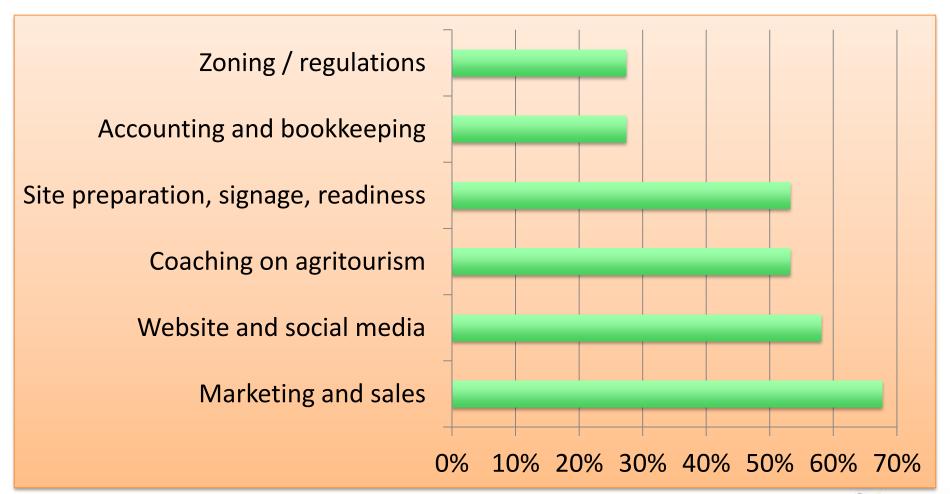
Red Mesa Cuisine Cooking Classes





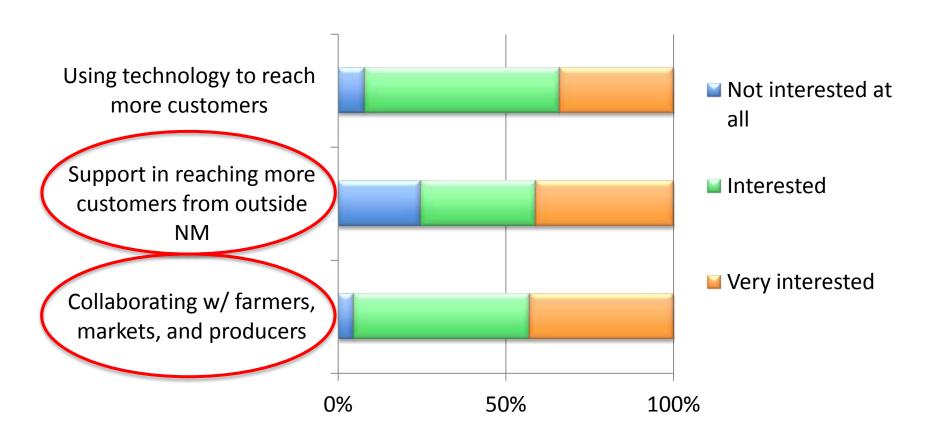


Technical Assistance Needs





Next Steps





NM Agritourism Collaboration

MENTORS

- Fred & Ruby Martinez Orchards
- Estrella Del Norte Vineyards
- The Feasting Place
- Pena Blanca Sunflowers
- Purple Adobe Lavender Farm
- Mer-Girl Gardens



2 Day Training

Agritourism Curriculum

Marketing, sales

Social media and website development

Site Preparation

Guest Speakers

Mentors

Roundtables

Agritourism Examples and Models



Marketing

Public Relations

Website and Social Media

Outreach, Visits to Farms and Sites







Home

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Your Source for Iowa Agritourism!

Q Farm Search

Search for an lowe farm or bed & breakfast by keyword, type, or by zip code.

Keywords

Type

View All

Zip Code

Search

About Us



Welcome to the site where tourism and agriculture meetl

Agritourism is a growing segment of the rural economy in many areas of lowa. This website is your guide to rich and educational agricultural experiences in lowa. More

Buy Local



Buying local is good for lowa's economy!

Buying products grown in lowa boosts rural economies. Fall is the perfect time to visit a local farm! Enjoy harvest festivals, corn mazes and more. Local recipes for pumpkin and apples. More

Find a Farm



Begin your next adventure at an lowa farm in your area!

Use the farm search to find farms in your region or search for a specific type of farm by clicking on the list. More

List Your Farm



List your agritourism operation free at Visit Iowa Farms!

We'd be glad to help you add your listing. Please email us with your name, contact information, and which category you'd like to be listed under.
We'll contact you for more information. More

OKLAHOMA'S GROWING ADVENTURE

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Agritourism Events

Agri Links

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FEATURED WINERY



FEATURED FARM MUSEUM

Welcome

Farms, ranches, and vineyards across Oklahoma are opening their gates, barn doors and fences, issuing a heartfelt invitation to sample the abundant bounty and natural beauty found in the state's growing adventure - Agritourism. Sip, taste, relax, explore. With more than 500 events and destinations featured, there's plenty to fill a weekend getaway or weeklong vacation.































Teachable Moment

CLICK ON Attractions

http://oklahomaagritourism.com/



OK Agritourism **OKAgritourism**

OKAgritourism Meet Tom at Redbud Ridge in Norman! Go visit him and check out some Oklahoma wine this holiday! Great gift ideas! pic.twitter.com/DqpF471W 18 hours ago - reply - retweet · favorite

OKAgritourism The AgriTourist November 2012 conta.cc/St3Woc via #constantcontact 6 days ago - reply - retweet -

Join the conversation





New Mexico Agritourism

D Search



Local Food Festival & Field Day



TWITTER

Come learn how you can benefit from the growing opportunities to host visitors and engage folks in your farm and....

fb.me/24wbpJil3

6 days ago

We're excited!!!

fb.me/lnWWJILye

1 week ago

RT @OdellBrewing: Should we do a snow dance? This warm weather is just weirding me out!

1 week ago



Mobile

WHILE TRAVELING...

Top 5 Uses of Smartphone When Traveling Domestically

- 1. Take photos
- 2. Use map feature
- 3. Search restaurants
- 4. Search activities and attractions
- 5. Check in prior to flight

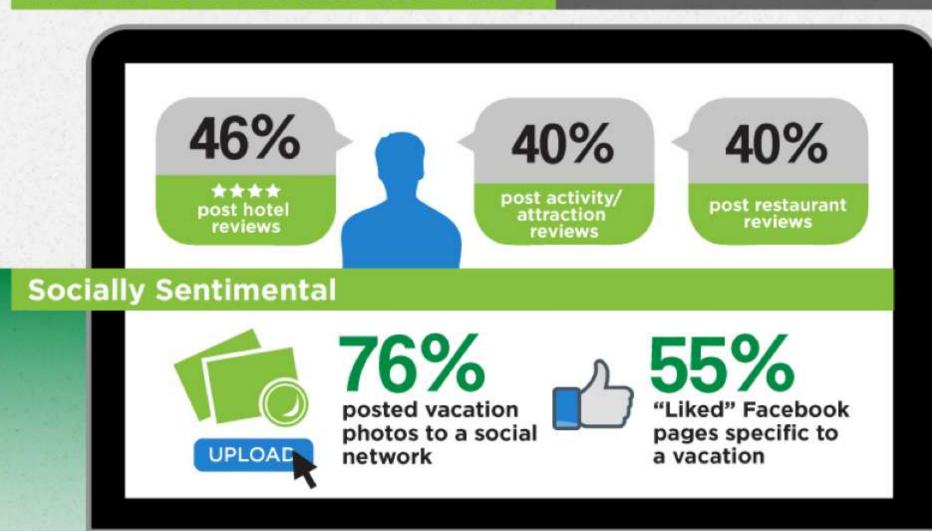


http://blog.lab42.com/techie-traveler



AFTER TRAVELING...

Reviews from the Rearview Mirror



http://blog.lab42.com/techie-traveler



Opportunities

- Connect with more people in our communities
- Connect with more NM/CO/AZ/UT weekend travelers
- Connect to visitors from beyond Southwest

Marketing



Resources

- Culture and Heritage Traveler Research
- AARP Research on Older Adults' Travel Habits
- Challenges in Agritourism
- Eckert Agrimarketing
- Institute for Tourism and Recreation Research (Montana Research)
- <u>Techie Traveler Blog</u>
- Hawaii Agritourism
- <u>Texas Agritourism</u>
- Colorado Agritourism



Thank you to our Partners!













Contact Us!

We want to connect with you, hear your stories, learn about your farm or business...

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www.culturalentrepreneur.org

